

2013 City of Austin Google Fiber Community Connections Program Application and Instructions

Google has announced plans to bring Google Fiber to Austin residents. The plan calls for building an ultra, high speed broadband network with Internet speeds of one gigabit per second, up to 100 times faster than normal to Austin's homes.

Google has agreed to provide up to 100 sites with broadband Internet services through its fiber network free of charge until April 8, 2023 in addition to City Hall and the new Central Library. These Community Connections will be to public or non-profit sites in the City of Austin that provide access and services directly to Austinites through what is being called the Community Connections program. Under the agreement with Google Fiber, the City of Austin will create the proposed list of sites for the program.

It is the City Council's goal to ensure an application and selection process that is transparent, available to all, and utilizes a clear set of [selection criteria](#) adopted by the City Council. Community Connections aims to provide fiber speed Internet access directly to the public and will serve for innovation and digital inclusion, resulting in advancements unique to Austin's spirit.

Attached is the Community Connections Site Application, which is due by September 30, 2013.

Please direct questions to the City's Telecommunications & Regulatory Affairs Office at digital.inclusion@austintexas.gov or 512-974-2999.

For more information and application: austintexas.gov/digitalinclusion

Thank you for your consideration.



Community Connections Site Selection Application Form

The City of Austin will propose **100** public or non-profit organizations to receive Google Fiber connections at their locations.

Application Packet

In order to be considered for selection, please submit the following items:

- **General Application Form.** Complete this form (ensuring that it is signed and dated).
- **Criteria Form. Complete this form as fully as possible.** If the organization offers services at more than one location, the applicant should complete the Criteria Form for each location and prioritize the single location that will benefit the most from having a gigabit of service.

Application Submission

All applications are due in the Office of Telecommunications & Regulatory Affairs (TARA) before **4:45 p.m. on Friday, September 30, 2013**. Late applications will not be considered.

Submissions may be submitted by email or snail mail to:

Email: digital.inclusion@austintexas.gov

Address: City of Austin - Municipal Building -124 W. 8th Street, Suite 210, Austin, Texas 78701

Phone: 512.974.2999

Application Review Process

Community Applications

- August 26, 2013 - Community Site Applications Available
- September 30, 2013 - Deadline for Site Applications for Community Connections
- October 1-31, 2013 - Staff Review & Assessment

Site List Adoption

- November 6, 2013 – Community Tech & Telecommunications Commission - Discussion & Input
- November 13, 2013 – Emerging Technology & Telecommunications Council Committee - Discussion & Recommendation to Council
- November 21, 2013 - Council Discussion & Adoption of Community Connection Site List
- End of 2013 - Google Fiber requested deadline for Community Connection Site List from City

Privacy Statement

This information is being collected and will be used to assist in determining your organization's eligibility and qualification for receiving a community connection on the City's proposed site list. This information provided may be published by the City. Any information collected, assembled, or maintained by or for a governmental body is subject to the Public Information Act.

Community Connections General Application Form

(Please complete this portion of application only once per organization if submitting for multiple sites)

General Application Form

Applicant Organization Name: Goodwill Industries of Central Texas

Alias/DBA: GICT

Program Name for Google Fiber Connection: GCC²



Google Community Connections *
Goodwill Community Center =

GCC²

Organization Mission and Purpose: Generating lifelong connections to work

Organization Website: www.austingoodwill.org

Contact Name: Paul C. Padilla

City: Austin

State: Texas

Zip: 78753

Phone: 512.637.7111

Email: paul.padilla@austingoodwill.org

Location(s) applying for site selection (including physical address of location) and how long your organization plans on being at each location:

Goodwill Community Center

1015 Norwood Park Blvd.

Austin, Texas 78753

GICT plans for the GCC to remain a permanent headquarters.

Type of Organization:

☒ Non-Profit

☐ Public Entity

Number of years in operation:

Fifty-five

Number of employees at location:

149

Community Connections Criteria Form

(Please complete this portion of application for each location in an electronic document and please explain each response, 1000 words maximum per response, please)

Criteria Form

Please include location if applying for more than one location:

Organization

1. What is your agency's vision? *(response required for all agencies)*

Goodwill envisions a world in which everyone has access to meaningful work. All GICT programs are designed to build independence, support healthy families and create strong communities.

2. What is your agency's mission and purpose? *(response required for all agencies)*

The mission of Goodwill Industries of Central Texas is "generating lifelong connections to work."

Goodwill's mission is supported by the organization's core values rooted in the pursuit of performance excellence. These values are the foundation of the organization's culture:

- Everyone matters.
- We conduct ourselves with integrity.
- We focus on strengthening families.
- We value our planet and commit to be stewards of the environment.
- Our entrepreneurial spirit drives innovation to create opportunities.
- Collaboration is powerful.

History: In 1902, Edgar J. Helms, a Methodist minister working in Boston's South End, conceived an innovative idea to help impoverished residents earn a wage which would provide for themselves and their families. He began collecting used items from the community, and city residents in need then repaired and refurbished the goods for resale. This income paid the workers' salaries and enabled them to support their families. The concept was ahead of its time in developing a sustainable model of "charity."

Established in 1958 in Austin, Goodwill Industries of Central Texas served sixty-nine people in its first year of operation. Fifty-five years later, Goodwill continues to provide job-related services for people with barriers to employment. Goodwill clients include people with disabilities, youth at risk of dropping out of school, ex-offenders, veterans, and individuals who lack skills or education or are homeless. In 2012, GICT served over 13,000 Central Texans and helped more than 2,500 clients secure employment. Goodwill works to help individuals and families get a fresh start and increase independence.

3. Please list your organization's affiliations, community partnerships, certifications, and/or accreditations. *(response required for all agencies)*

GICT is proud to be one of 165 Goodwills worldwide associated with Goodwill Industries International. GICT is consistently rated as one of the top ten Goodwills based on statistical service data, stewardship, and various leadership awards. Although all Goodwills share a common philosophy of assisting people with disabilities or other critical needs to become meaningfully employed and independent, each Goodwill is

autonomous. The agencies respond to the needs of their particular communities.

GICT is the 6th largest nonprofit in Austin. Notable recent recognitions include: 2013 Award for Performance Excellence from the Quality Texas Foundation, Commission on Accreditation of Rehabilitation Facilities (CARF) Accreditation, 2012 Nonprofit Leader of the Year from Greenlights for Nonprofit Success, the Family Strengthening Award from the Annie E. Casey Foundation and the 2010 Ernst & Young Social Entrepreneur of the Year (President and CEO Gerald Davis).

Through partnership agreements with more than twenty other community nonprofits, as well as nine GICT operated Job Help Centers, Goodwill is able to physically take services to our clients through on-site staffing, thus minimizing basic needs barriers to accessing services such as lack of child care or transportation. These location-based partner agencies include, but are not limited to:

- Austin Resource Center for the Homeless and Caritas (both of which serve many homeless veterans)
- Travis County offices
- Workforce Solutions – Capital Area
- Housing Authority of the City of Austin
- SafePlace
- Saint Louise House.

GICT has also worked with other key partners in client outreach like Foundation Communities to host the second largest Volunteer Income Tax Assistance center in Austin. A partnership with Austin Community College has been critical to the development of the Good Careers Academy, a program that offers clients the opportunity to achieve industry recognized certifications in high demand fields.

GICT participates as a provider in a city-funded collaborative called Best Single Source that funds basic needs up to \$2,000 for clients that are actively seeking jobs or are newly employed. From eviction to utility cut-offs, this program is designed to help families that have a one-time critical need that could impair their ability to secure and maintain work. Case managers help clients complete required documentation to apply for appropriate benefits, and provide referrals to expedite this assistance. Partners that help clients access public assistance benefits include:

- Capital Area Food Bank – SNAP
- City of Austin – WIC
- Workforce Solutions – Capital Area – TANF, Childcare
- Texas Health and Human Services Commission – CHIP
- Capital Metro - free or reduced cost public transportation vouchers
- Caritas, Capital Area Food Bank, Meals on Wheels, and church food banks – Nutritional Resources.

Goodwill is also one of eleven Workforce and Education Readiness Continuum (WERC) partners, funded by the City of Austin and Travis County. This collaborative is designed to seamlessly integrate services ranging from GED and ESL through job-readiness and college-level training across agencies. Goodwill hosts, manages and trains on the shared database that is essential to this partnership, Empowered Case Management (ECM). This is the database that allows case managers to capture data and case notes about all clients. It is perhaps the most important enterprise software Goodwill employs and its performance has a real impact on the interactions case managers have with their clients. Since it is cloud based, Google Fiber will significantly increase the amount of time case managers spend talking and listening to clients as opposed to time spent entering data about them.

The other WERC partners include:

- Any Baby Can

- The Austin Academy
- Austin Area Urban League
- Austin Community College
- American YouthWorks
- El Buen Samaritano
- Foundation Communities
- Literacy Coalition of Central Texas
- Manos de Cristo
- Workforce Solutions – Capital Area.

Other programmatic partners include:

- Dell Reconnect - a collaboration with Goodwill and Dell to recycle computer electronics. Started in Austin in 2004 and now includes over 100 Goodwills in US and Canada.
- Youth Employment Partnership (YEP) - Workforce Investment Act Youth is a collaboration of Goodwill, Lifeworks, American Youthworks, and Communities in Schools providing services to at-risk youth to assist them with earning their GED/diploma and enrolling in post-secondary education.
- Ready by 21 - a collaborative group of youth services providers, educators, government agency representatives, and other community members including Goodwill.
- Austin Mayor's Committee for People with Disabilities – Goodwill is a member of this advisory body to the city council and the city manager which addresses challenges affecting people with disabilities in the Austin area.
- One Voice Central Texas - a coalition of human services organizations seeking solutions to eliminate poverty and promote self-sufficiency.
- Disability Policy Consortium - a group of advocacy organizations working for fair and equitable public policy for Texans with disabilities.
- Reentry Round Table - a collaborative that educates, facilitates and advocates for public safety through effective reentry and reintegration of incarcerated and formerly incarcerated persons.
- Ending Community Homelessness Coalition (ECHO) - a group dedicated to planning prioritizing, and developing strategies to end community homelessness in Central Texas.
- Financial Fitness Greater Austin (FFGA) - an education and awareness initiative in partnership with the Alliance for Economic Inclusion, Senator Kirk Watson and more than sixty entities in the Greater Austin area. The goal of FFGA is to provide financial awareness and information to the Greater Austin community and emphasize the importance of financial literacy and the need for consumers to be proactive about managing their finances.

Finally, GICT relies on an active network of hundreds of employers to maximize the quantity and quality of placements. One successful approach has been partnering with large employers like HEB (grocery chain) and DoubleTree hotels to create agreements wherein GICT furnishes the employer with appropriate candidates, trained to meet the company's needs and specifications. These large scale hiring partners provide a natural ladder that aids advancement for clients placed. Case managers often work with employers to provide ongoing assistance with training, communication challenges, and conflict resolution. This is particularly true for enrolled youth participants, and the embedded employment model used in the Community Rehabilitation Program for people with significant disabilities is even more involved in on-the-job training.

4. What is the total number of unduplicated clients served by your organization at this location last fiscal year? *(response required for non-profit agencies only)*

In 2012, GICT served over 13,000 people and placed over 2,500 Central Texans in jobs. At the headquarters

location, the Goodwill Community Center (GCC), an estimated 3,000 clients used the Job Help Center to search for work. Goodwill projects this number will increase significantly as the organization continues its rapid strategic growth trajectory.

5. Briefly provide an overview of your organization and the services it offers. *(response required for all agencies)*

Established in 1958 in Austin, Goodwill Industries of Central Texas served sixty-nine people in its first year of operation. Fifty-five years later, Goodwill continues to provide job-related services to people with barriers to employment. Goodwill clients include people with disabilities, at-risk youth, ex-offenders, veterans, and individuals who have low skill levels, lack education, or are homeless. In 2012, GICT served over 13,000 Central Texans and more than 2,500 clients secured employment. Goodwill works to help individuals and families get a fresh start and increase independence.

Goodwill focuses on four target client priority populations with specific barriers to employment: ex-offenders, people with disabilities, people lacking skills and education, and the homeless. Goodwill operates three distinct Mission Services programs to develop the Central Texas workforce: Job Source (adults), Youth Services (at-risk youth), and the Community Rehabilitation Program (individuals with disabilities). Additionally, GICT's other programs include Community Service Restitution, Goodwill Staffing Group, and the Good Careers Academy (GCA).

Clients who come to Goodwill build job placement plans that are based upon individual strengths, abilities and interests designed to put people to work. Sometimes clients need to attain certain educational benchmarks to achieve their goals. GICT is able to provide GED classes, financial literacy trainings, and industry certification classes at the GCA in partnership with Austin Community College.

6. Describe the community issues your organization is attempting to address. Include a description of the population most at risk of experiencing the issues described. *(response required for non-profit agencies only)*

Goodwill Industries of Central Texas seeks to limit poverty by helping those in need achieve self-sufficiency through the power of work. The organization fiercely pursues systemic change that addresses the root causes of poverty; for example building new educational models like the Good Careers Academy (GCA), advocating for legislation addressing education and predatory lending, and tearing down stereotypes and stigmas against people with disabilities. At the same time, GICT understands how personal a struggle it is to make ends meet and put food on the table. Many clients are in crisis mode when they come to Goodwill and they find a safety net that includes basic needs assistance, bus passes, and referrals to community partners. Goodwill's work reflects a two pronged strategy of creating larger societal change while simultaneously treating individual symptoms of poverty. Goodwill teaches men to fish, but feeds them while they are learning. Priority populations include people who are homeless, have disabilities, lack education and ex-offenders. Subsets of these groups served with targeted programs include at-risk youth, women, fathers and veterans.

7. Describe the demographics (e.g. ethnicity, gender, age, and income levels) and geographic characteristics of the community members your organization serves. *(response required for non-profit agencies only)*

All Goodwill clients are living at or below 200% of the federal poverty line (federal poverty line is \$23,550 for a family of four in 2013). All of our clients face barriers to employment such as disabilities, a criminal record, a lack of skills or education and homelessness.

Sixty percent of Goodwill clients are men, and 40% are women. The majority of clients are between the ages of 25 and 44. Twenty-five percent of clients are Caucasian, 33% are Hispanic or Latino and 35% are Black. Forty percent of clients are ex-offenders and 50% have disabilities. In addition to the four priority populations, many clients are domestic violence survivors, have a history of substance abuse, are elderly or

are veterans.

Goodwill's clients are diverse, coming from a wide range of circumstances. From a single parent who finds herself on the street with several children to care for, to an ex-offender struggling to get back on the right path and become a contributing member of society, all of our clients have one thing in common—they have come to Goodwill to become more self-sufficient and financially secure through work.

8. Describe your organization's accessibility (e.g. accessible main entrance, within blocks of a public bus stop, etc.). *(response required for non-profit agencies only)*

The collective purpose of all Goodwills has historically always been not only serving people with disabilities, but acting as champions for their rights. The GCC was designed to be maximally accessible and a range of experts, including people with disabilities themselves, were consulted as the facility was constructed. Accessibility features include an elevator, and multiple entrances leading to the public or employee parking lots, both of which have ample handicapped parking. The building's details were carefully considered to facilitate access by people with specific disabilities—for example, contrasting paint colors are used in hallways to enable people with visual impairments to navigate more easily, and a service animal elimination area has been designated outside the facility. The building is equipped with automatic doors and there is a chair lift for fire evacuation. All restrooms have wheelchair accessible stalls.

The GCC is located in close proximity to the low-income St. John's neighborhood in Northeast Austin. Clients are able to access the facility via public transportation; the GCC's front doors are a Capital Metro bus stop. The GCC is reachable via the #7, #323 and #325 routes. All of these routes serve some of Austin's lowest-income communities including St. John's, Rundberg, Springdale and Highland Mall. The #161 is a limited route for the elderly and people with disabilities that also stops near the GCC.

9. If selected, how will your organization incorporate Google Fiber into the services it offers? *(response required for all agencies)*

Goodwill has adopted a strategic goal of serving all fifteen counties of its territory within ten years. With such a large footprint, GICT will be able to leverage the high speed connection from the GCC to present distance education, webinars and videoconference tutoring in order to maximize allocation of resources. Goodwill estimates that within those fifteen counties 100,000 people need our help. Having the kind of broadcasting speed Google Fiber can provide would contribute immensely to Goodwill's establishment in new communities across Central Texas.

The GCC is home to the Assistive Technology Lab (AT Lab). The AT Lab provides clients and community members with access to the latest in assistive technology. Training and demonstrations on specialized equipment and various tools and software are available. These tools allow people with disabilities to access the Internet, both for learning and job hunting. Clients with disabilities will be well served with a service that improves the speed of these assistive technologies.

Over time, as Goodwill continues to grow and increase the number of clients served, the agency anticipates expanding the public computer lab. Currently Goodwill operates six public computer centers, and plan to expand the GCC lab to serve more clients. In the past, partnership with Austin Freenet has provided more computers and increased the capacity of public computer labs. Computer skills training is also provided at these sites to allow job seekers to build résumés, search for job openings and submit applications. The Google Fiber connection will increase the efficiency of service and reduce the technology learning curve for inexperienced computer users at the GCC location. The speed of connection offers a unique glimpse into the future and is likely to spark interest in technology education and careers. Learning about the development of this service, how Goodwill has access and the Google story has the potential to impact students' course of

study in a meaningful way, better equipping the workforce with much needed technology skills.

Given the high profile nature of agencies invited to be early Google Fiber early adopters, it is likely that promotion of the grant will attract more client intakes curious about the service. Access to the supercharged connection will enhance Goodwill's reputation in the community as cutting edge.

10. The City of Austin requires an annual report explaining how selected organizations and the community they serve benefit from Google Fiber. If selected, how will your organization measure the impact Google Fiber has on those served by your organization? Describe evaluation methods, goals, and objectives.
(response required for all agencies)

Goodwill Industries of Central Texas is a large, well-known, well-respected Central Texas nonprofit that has served people with barriers to employment since 1958. GICT has extensive grants management experience. The hallmark sustainability of the Goodwill model allows GICT to fund approximately 50% of these critical Mission Programs with retail revenue and other business lines including temporary staffing contracts and recycling revenue through the environmental business services division. GICT relies on government grants and the generous support of foundations, corporations and individual donors to meet the remaining program expenses. In 2012, the largest funding sources for mission services programs were: Department of Labor - \$1.5M, Workforce Solutions Workforce Investment Act Youth Services - \$1.4M, City of Austin - \$1.2M, Department of Health and Human Services - \$555,053, and Travis County - \$227,170. Goodwill is responsible for the management of the City backed Ready to Work program and is a key partner in other city-wide funding initiatives including WERC and Best Single Source to provide basic need assistance to our clients. GICT has an excellent track record of large grant management and is able to collect data per funder requirements.

Goodwill has identified the following goals and accompanying metrics in using Google Fiber:

1. Goal: Demonstrate a model computing hub that fosters digital inclusion of traditionally underserved populations.

Evaluation: For clients, Goodwill tracks a variety of demographic traits in the sophisticated cloud based ECM database including income, disabilities, priority population employment barriers, age, race, etc. as well as services used, such as working in the AT Lab. From this information Goodwill can extrapolate the underserved populations across all programs that benefit from the enhanced computing power.

2. Goal: Extend Mission Services capacity to deliver quality education and case management, particularly in rural areas as Goodwill pursues expansion to all fifteen counties in its territory.

Evaluation: Over the next ten years Goodwill will develop a standardized service process adapted for web based delivery. This could include:

- Videoconferencing office hours that would serve clients from multiple locations using VoIP and Unified Communications and Collaboration (UCC)
- Remote intake and development of an individualized service plan (ISP)
- Job readiness training offered through interactive webinars made more practical with the stabilized connection and the real time delivery Google Fiber will provide
- Remote meeting solutions for case management coupled with periodic face-to-face visits from a "traveling" caseworker shared by several counties.

As Goodwill seeks to improve career and technical educational options for clients, distance learning

would benefit clients who wish to pursue GEDs or industry recognized certifications from the Good Careers Academy. This focus on being a specialized education provider for priority populations is still in its infancy and the formula to best use distance learning to expand service reach will develop over time.

3. Goal: Raise awareness of services and continue to enhance reputation within community through high profile recognition of Google's investment and the GCC's status as a Google Fiber early adoption selected site.

Evaluation: During the first year of the grant, Goodwill will promote GCC², at Google's pleasure, through the following efforts:

- Issue a press release of the gift and personally pitch select media outlets
- Host a celebratory presentation of the gift open to the media and the public
- Nominate Google as a partner for various recognition programs as a good corporate citizen as appropriate.
- Include Google in a physical donor recognition space at the Goodwill Community Center (format TBD).
- Thank Google on the organization's Facebook Page, and routinely highlight the impact of the gift.
- Thank Google on the organization's Twitter account. - @AustinGoodwill
- Thank Google on the company intranet page visible to more than 1,500 employees.
- In 2014, GICT will host the Goodwill International Delegates Assembly – a conference for leaders of all Goodwills. This is an honor for GICT, and would be a great opportunity to promote Google Fiber to Goodwills in new markets.

Being associated with Google raises Goodwill's profile. Increasing community awareness of GICT services will lead to more partnerships, more referrals, and ultimately more client intakes Goodwill can support with education and job help services. The more clients that walk through Goodwill's doors, and access programs through the Google Fiber connection, the more Goodwill has an opportunity to impact unemployment and ensure that everyone has access to meaningful work.

4. Goal: Build capacity by leveraging this gift to attract other donors.

Evaluation: Goodwill has a robust development program that seeks support from generous individuals, foundations, government agencies and corporations. The annual fund individual giving program uses a specific formula called the Benevon Model that features a Real Goodwill Tour as a donor entry point. This behind the scenes tour allows prospective donors to learn about Goodwill's programs, meet leadership, talk to clients and see the facility. Along the way, the tour highlights Goodwill's Greenworks program (a volunteer initiative that de-manufactures and recycles or refurbishes computers for resale diverting nine tons of electronic waste from landfills every day) and the Computer Works store. Sharing information about this prestigious partnership with Google would certainly resonate with some guests as demonstrative of the agency's reputation for taking the lead.

Goodwill would like to invite Google staff to a Real Goodwill Tour. If the Google team would like, GICT can arrange a private tour just for your staff, before or after deliberations on this grant. Goodwill would also be delighted to host your staff in a Greenworks volunteer experience de-manufacturing computers.

The Benevon Model also calls for the development of other "free feel good events" for donors and

prospective donors. To celebrate the grant, Goodwill would host a Tech Social that allowed guests to come in and personally see the speed of the connection in action.

Community

(responses required for all agencies)

1. Briefly describe how Google Fiber will enhance public participation in your organization's service.

The Google Fiber connection will be used in client serving programs. The rapid connection will increase the efficiency of job searching and as an educational tool for accessing online materials. The connection will optimize the usage of accessibility technology for people with disabilities. Goodwill provides GED training to clients, and the test is going online. This means students require access to the web for study, test preparation and taking the exam. Google Fiber will allow them to move more quickly through the online material. The super speed connection will make it more feasible to develop and deliver distance education models to outlying counties.

The GCC is a permanent location and a true community center in a state of the art facility. Space is freely available to nonprofits and other community groups in need of a meeting place. The Google Fiber connection is likely to significantly increase the demand for the conference center utility. If demand was high enough, Goodwill will assess the feasibility of space rental to for profit businesses as an additional revenue stream to help put people to work. The connection will also attract prospective donors and will be celebrated with partners and stakeholders.

2. Briefly describe how your organization promotes digital inclusion.

Goodwill serves four priority populations: ex-offenders, people who are homeless, have disabilities or lack education or skills. All clients are living at or below 200% of the poverty line. These factors mean that many individuals served do not have access to the Internet at home which severely limits their ability to search for work. This gift would enhance Goodwill's reputation and capacity as a community resource for digital inclusion.

The rapid speed of outgoing data will also be essential in expanding job help and career and technical education services to a fifteen county territory, much of which is rural. Internet access is not ubiquitous in these communities, and distance education and remote case management is very much in line with best practices for digital inclusion. All GICT locations (thirty service access points between Goodwill Job Help Centers and twenty co-location partnerships to date) are interconnected to and access the Internet through the GCC hub Internet connection. All would benefit from the super speed Google Fiber connection.

3. Will bringing Google Fiber to your organization help the underserved? Please explain.

Yes. Goodwill specializes in outreach and service to people with disadvantaging conditions. Nearly all of them have limited earning potential due to a lack of technology skills. The four priority populations and income requirements mean that this connection would be used almost exclusively for the underserved. Over the next ten years, Goodwill projects that computer usage for mission services will increase 100% from approximately 4,500 client computer sessions now. Furthermore, the nature of network access will transform to include full HD audio/video collaboration with an increasing mobile workforce, particularly in outlying counties, automated paperless workflows, and other emerging technologies.

4. How much of your community will benefit from the Google Fiber connection?

Over the next ten years, Goodwill projects increasing staff to two hundred case managers and placement specialists who will work with clients to search for work and education opportunities online using the

Google Fiber connection. In 2012, Goodwill served more than 13,000 clients. Three thousand of them began their journey at the GCC. Over the next ten years Goodwill aims to serve 100,000 clients across fifteen Central Texas counties, but the GCC will remain the organization's headquarters. Goodwill is confident that this connection will allow the organization to expand and support deeper technology capacity for the next decade.

Furthermore, the entire community benefits from a stronger workforce, and Goodwill will rely on the Google Fiber connection to train and place clients. Every enhancement to services has a community-wide economic impact. To calculate the economic impact, we conservatively assumed:

- The Google Fiber connection will allow Goodwill to place forty additional clients annually for ten years.
- Clients placed will retain employment for six months. This projection does not consider continued employment – only the first six months as a direct result of the placement. It is a conservative estimate given Goodwill's proven ability to generate lifelong connections to work.
- The average client salary will be \$9.63/hr. and an average work week of 33 hours based on current trends.
- Average wage, minimum wage, tax rates and industry mix are unchanged over ten years.

The following projection uses the 2012 fiscal impact model based on a 2012 tax base. This Google Fiber connection will result in a \$15M economic impact, \$6M in wages to the community, and \$169,000 in additional tax revenue over ten years.

5. Briefly describe how your organization will offer a new community service as a result of the Google Fiber connection.

The Google Fiber connection will facilitate the initiation of a comprehensive distance learning and distance case management program that will be essential in expanding the organization's presence from four to fifteen counties. This super speed connection will make it possible to expand the reach of services to many more rural communities.

Innovation

(responses required for all agencies)

1. Please describe the potential innovative applications that could be developed with a gigabit connection.

The theme of this proposal is that this generous gift of a Google Fiber connection will support education and work for neighbors in need that are further isolated without Internet access. Goodwill's ambitious plans to serve all fifteen counties in its territory within ten years will require development and refinement of a distance education and case management program and strategically placed local technology centers remotely connected to the GCC headquarters. Goodwill is determined to create a replicable model program that sets standards while remaining constantly agile to keep up with the latest achievements in technology.

2. Does your organization have or foresee high bandwidth applications?

The advancement of online, real-time video, geospatial mapping dashboards, unified communications and collaboration (UCC), voice over Internet protocol (VoIP), broadband fiber optics tributary circuits on our wide area network (WAN) tied back into our GCC Internet access hub, automated remote business process workflows with integrated eForms, "business intelligence, data analytics (Big Data & data warehousing)," mass WebEx-based donation campaigns with video & content sharing and/or podcasts, and emerging

mobility technology applications will demand increasingly higher-speed network and Internet access such as the Google Fiber 1Gb connection.

3. Briefly describe how your organization is interested in advancing your technology.

GICT has long understood the importance of digital inclusion for helping clients find work and has offered computing and Internet access. One of the agency's core values is "Our entrepreneurial spirit drives innovation to create opportunities." Goodwill strives for explosive growth, and that requires an investment in infrastructure capacity.

4. Does your organization have the capacity and resources to advance your technologies? Please explain.

Yes. Goodwill operates a highly sustainable business model in which retail revenue from donated goods funds approximately 50% of mission services. The organization places a high priority on infrastructure investments that keep pace with retail and services growth.

Goodwill values its people and leadership is viewed as an asset. The IT Department is led by Paul C. Padilla., VP of Information Technology. Padilla has an MBA, Technology Management and has more than twenty years of technical experience.

Practical Pragmatic

(responses required for all agencies)

1. Will the connection help your organization financially? How?

Yes. Goodwill conservatively estimates the value of the Google Fiber connection to save Goodwill \$5,000 per month for a total of \$600,000 over ten years.

The Google Fiber connection is likely to significantly increase the demand for the conference center utility. If demand was high enough, Goodwill will assess the feasibility of space rental to for profit businesses as an additional revenue stream to help put people to work. The connection will also attract prospective donors and will be celebrated with partners and stakeholders.

2. Will this be the organization's primary or secondary connection?

This will be the secondary connection for business use but the primary connection for client facing services.

3. Does your organization have (or will it have) equipment necessary to connect?

Yes. Goodwill has the necessary switches, routers and networking to connect.

4. Does your organization currently have access to a high bandwidth connection?

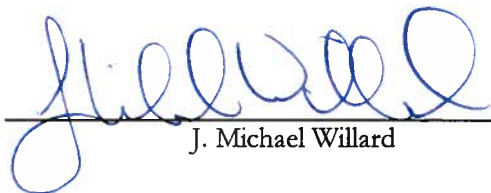
Yes. It is a 50Mb Internet connection with the ability to scale up quickly.

Applicant's Statement

I certify that answers given herein are true and complete to the best of my knowledge. I understand that false or misleading information given in my application will result in disqualification. I understand and agree that I am required to abide by City of Austin ordinances, policies and rules.

I understand if selected to receive a Google Fiber connection that the organization I represent may be required to:

☒ submit an annual report to the TARA Office explaining how the organization has benefited from the free service.



J. Michael Willard

9/27/13

Date

Chief of Mission Services

Title

Please submit this form to TARA by 4:45 p.m. on Friday, September 30, 2013.

Email: digital.inclusion@austintexas.gov

Address: City of Austin – TARA - Municipal Building
124 W. 8th Street, Suite 210
Austin, Texas 78701